

**UNITED STATES DISTRICT COURT  
CENTRAL DISTRICT OF CALIFORNIA**

**ATTORNEY SETTLEMENT OFFICER PANEL MEMBER:  
PERSONAL PROFILE**

Name: Surjit (Surj) P. Soni  
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Pasadena Ca. 91101

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E-Mail Address: surjit@usip.com

California State Bar  
Number: 127419

Firm Name: Sheldon & Mak, Inc.

Nature of Law

Practice: Intellectual Property, Patent, Copyright, Trademark, Trade Dress, Trade Secret, Unfair Competition, Antitrust, Complex Business Litigation

Experience: Mr. Soni has over a decade of business management and marketing experience, including extensive experience in international trade, finance and U.S. Government regulatory procedures. Mr. Soni's prior work experience involved apparel and fine arts industries, as well as in the automotive retail and distribution business. His extensive business experience has been effectively applied in diverse transactional and litigation settings.

Mr. Soni is respected as a litigator and his achievements on behalf of clients and the quality of legal representation he provides have been chronicled in a number of published decisions.

Work History for  
the Last Five Years: Sheldon & Mak, Inc.

Education: J.D. *Cum laude* 1984 University of Miami, Coral Gables, Fl.

B.Sc. 1974 University of Toronto

Dispute Resolution  
Training:

Dispute Resolution  
Experience: Numerous successful mediations on behalf of clients

Professional  
Licenses:

Professional  
Memberships:

- American Bar Association
  - \* International Trade Commission Subcommittee
  - \* Patent, Trademark & Copyright Committee
  - \* Product Simulation and Functionality Subcommittee
- American Intellectual Property law Association
- California Trial Lawyers Association
- Complex Litigation Inn of court - Founder, President
- Continuing Education of the Bar
  - \* Business Law Advisory Committee
  - \* Trial Practice - Advisory Committee
- Federal Bar Association - Director
- Indian Lawyers Association - Founding Director
- Licensing Executive Society
  - \* Technology Acquisition Committee
- Los Angeles County Bar Association
  - \* Litigation Section - Executive Committee Member & Programs Chair
- Pasadena Bar Association (Past-Director)
  - \* Pasadena Young Lawyers Association (Past-President)
- Southern California Defense Counsel
- The State Bar of California
  - \* Intellectual Property Section (Past-Executive Committee Member)
- United States Trademark Association

Other:

**Co-Author:** "California Intellectual Property Handbook" Matthew Bender;  
Sheldon & Mak

**Co-Editor:** "NEW MATTER" Official Newsletter of the State Bar of  
California,  
Intellectual Property Law Section (1987-1991)

**Contributing  
Editor:** Intellectual Property: Business Law Reporter published by CEB

**Consulting  
Editor:** "Competitive Business Practices" 2nd Ed.; CEB;  
"Proof in Competitive Business Litigation", CEB;  
California Civil Practice", Bancroft Whitney;  
"Civil Practice Before Trial" 3d Ed., CEB  
Some Key Legal Considerations in Drafting Technology  
Transfer Agreements by Joel D. Bonfiglio  
A New Way of Defending Copyright Infringement Cases by  
Andrew Won

**Program** "Intellectual Property in State Courts", a 3 day **Chair:**program  
presented to California Judges Association & Intellectual Property  
Section of State Bar of California

"Emerging Issues In Intellectual Property", **Chair** for a half-day  
program presented 5 times for CEB between April, 1994 and Aug.,  
1994

**Speaker:** "Emulation Without Infringing: The American Experience";  
European Studies Conference (Oct. '90, London, England)

"Trade Dress, Packaging and Labelling"  
European Studies Conference (Oct. '90, London, England)

"Avoiding Trade Dress and Product Configuration Infringement";  
State Bar of California, Intellectual Property Section (April '91)

"Malpractice Issues re: Intellectual Property in International  
Business Transactions"; State Bar of California, Intellectual  
Property Section (Feb. '92)

**Adjunct Professor  
& Guest Lecturer:**

Intellectual Property Course  
Trademark, Copyright, State Claims & Litigation  
Southwestern University School of Law;  
La Verne University School of Law

**Articles**

**Published:**

"Inconsistent 'Trade Dress' Decisions Create Confusion"  
The Los Angeles Daily Journal (Dec. '87)  
"Trade Dress and Unfair Competition: What Are the Rules?"  
Trademark World (Apr. '88)  
"A Patent Infringement Suit that Backfired" The Legal  
Intelligencer (Apr. '89)  
"Complex Patent Litigation Made More Complex" The Daily  
Journal (Apr. '89)  
"Patently Offensive Claims" - Best's Review (Apr. '89)  
Refac Learns a Tough Lesson" The Los Angeles Daily  
Journal (Apr. '89)  
"Protection of Trade Dress" The Los Angeles Journal  
(Oct. '90)  
"You Can Protect Distinctive Product Packaging" The Los  
Angeles Daily Journal (Jan. '91)  
Copyright Registrations: Easy To Get But Not Always  
Upheld (June '92)  
Defining Fairness - A Year in Review (Oct. '92)  
The Supreme Court Puts In Its "Two Pesos" on Trade Dress (July  
'92)  
"Trademark Infringement liability Gets Real Personal (April '92)  
Transactions (Or Avoiding International Ineptness) (April '92)  
"Copyright Protection for Computer Software What Exactly  
Is Protected?"  
"Malpractice Issues In Relation To International Business"  
"Trade Dress and Unfair Competition: Who Has the Rule  
Book?"